

Landing pages and how they work

H2GY1K

LECTURE
SUMMARY

Covered in this lecture:

Why use landing pages

- **A landing page is an independent page, separate from your website, where you send people to in order to get them to take an action like fill out a form or sign up for something**
- ▶ They're also called squeeze pages because they squeeze the viewer into doing one very specific thing
- ▶ The goal is to get people to give you their email address in order to get a free pdf, attend a webinar, etc.
- ▶ Anyone who ends up completing the form is now a lead and you can send them email updates about your business and link to your main website
- ▶ The pieces of content you use to attract people to complete the form are called lead magnets